



LEO BURNETT U.S.A.
© Copyright by Leo Burnett Companies, Inc.
All Rights Reserved. Photo 2—Rio Grande Crossing 18—Rio, No. 19343—Pages 4 & 5—100% & 100%—National Magazine, 1974—180
Printed in U.S.A.
2061190312



Come to where the flavor is.
Come to Marlboro Country.



Marlboro Red or Longhorn 100's—
you get a lot to like.

16 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Method 15.
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



2061190312